

## OTHER METHODS OF RAISING CAPITAL

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New initiatives of any kind are difficult to get off the ground and financial constraints are often a major barrier to implementing a successful program. Once your group has determined its goals and objectives, funding sources should be sought as soon as possible. The following list gives some ideas for funding to get you started.

### **Ways That Volunteers and Members Can Raise About \$500 Without Very Much Effort...And Have Fun at The Same Time**

- Give it yourself (this is the easiest way, but if you are able to give this much you should be helping to raise more than \$500).
- List all your friends who are interested in your organization or similar ones. Decide how much each should give. Write them on your own stationary, include a brochure and a return envelope. Phone those who don't answer within two weeks.
- Give part of the \$500 then ask your friends to match your gift. This is effective because you are not asking them to do anything you haven't done.
- Set up a challenge campaign. Tell people you'll give \$5 for every \$25 they give, or will match every \$10 gift up to 10 gifts. For added suspense, make this challenge during a fundraising event.
- If your organization has a diverse funding base,
 

Sell 100 \$1 raffle tickets	\$100
Give \$50	\$50
Bring 10 people to an event that costs \$10	\$100
Buy two gift memberships (\$20 each)	\$40
Get 10 people to join	\$200
- Conduct a phone-a-thon. Bring the names of people you think would like to donate and call until you have raised \$500. Or trade with someone in the organization and call their friends until you have reached \$500. (Effective for people who are shy about asking their own friends for money.)
- Acquire mailing lists for your organization. If you belong to another group, perhaps you can effect an exchange, or you may have access to a list of members of some other group. You can ask all your friends to give you the names of 10-15 people they think would like to support your project.
- Give the organization/project something they need that is worth \$500: a new computer, typewriter, filing cabinets, office space, etc.

- Pledge \$20 a month and get one other person to do the same.
- Teach a seminar on a topic you know. Charge \$25-\$35 per person, with a goal of 25-30 people. Either absorb the cost of promotion or have enough participants to pay yourself back.
- Give something (or a lot of things) to your organization's garage sale/auction, making sure it is worth \$500, and then help to sell it.
- With 4-5 friends, have a spaghetti dinner at a church, union hall, or other big room with a kitchen. Charge \$5 per person and feed more than 100 people. You can charge them extra for wine, garlic bread, dessert, etc.
- Have a fancy dinner at your home or a regular dinner at someone's fancy home. Serve unusual or gourmet food or have special entertainment. Charge \$25 or more per person and have 20 or more guests.
- Get 3 friends to help you have a progressive dinner. Start at one person's home for hors d'oeuvres, progress to the next person's house for soup or salad, the next person for the main course, and the last person for dessert. Either charge by the course or for the whole package.
- Host a potluck dinner. Do not charge admission, and invite as many people as you can. During the party, give a short talk on what your organization is all about, and ask everyone to consider a gift of \$25, \$50, \$100 or more (depending on the crowd). Either pass out envelopes and ask people to give now, or after the party contact everyone individually who came to ask for a major gift. Indicate that you have given, and if appropriate, how much.
- Do a fundraising event every other month that nets at least \$75.
- Solicit small businesses, churches or service clubs for \$500. If you are active in a church or own your own business and are involved in business organizations or service clubs, this can be very effective. You can often raise \$200-\$500 with a simple proposal and oral presentation.
- Take a part-time job in addition to your present job and give everything you earn up to \$500.
- Ask 5-10 people to save all their change for 3-5 months. You save yours. Count it at the end and use one of the other methods to raise the rest (you probably won't need to).
- Ask 2 to 5 friends to help with a bake sale, car wash, book sale or garage sale. You and your friends bake the goodies, get the books or other stuff. In addition, you and your friends advertise, staff and clean up afterwards. This is an excellent way to get people involved in your organization.

\* Adapted from *Grassroots Fundraising Journal*, December 1983.

**LOCAL SOURCES**

- Part of the cost and, on occasion, all of the local share can be defrayed by non-monetary aids (in-kind), voluntary work and material provided by people in the organization.
- Local share can also be raised by a lake district through bonding, taxes, contributions, fishing contests, etc.
- Revenue sharing is a possible source of local government funds. This is federal tax money which is returned to units of government in September of each year. Local governments are required to hold public hearings on how they will spend the funds. There is some flexibility in how these funds are spent.
- Direct funding assistance available from the local government's general fund.
- Direct corporate donations.
- Local fundraising.